

**CCA North American Board Meeting
September 15-17, 2014
Sacramento, California**

In Attendance:

Karl Anderson	Sally Flis	Andy Knepp	Roberta Parry	Mark Weihing
Amy Asmus	Dawn Gibas	Marta Krist	Jacob Redmon	Thom Weir
John Bergeson	Jesse Grogan	Jeff Leonard	Bill Rohrer	Eric Welsh
Shawn Bossard	Tom Hall	Tara Little	Allan Romander	Norman Widman
Carl Cassidy	Mike Harper	Cecelia Lokai-Minnich	Quentin Rund	Dave Wilcox
Armando Campos	Carson Harmon	Paul Luetjen	Steve Schultz	Tom Green
Steve Cromley	Mike Huffman	Dana Minihan	Luther Smith	Johnny Gonzalez
Mary-Jane Debreuil	Tom Kelley	Lisa Muirheid-Martin	Iain Sutherland	Rod Snyder
Charles Denver	Keith Kennedy	Rao Mylavarapu	Fred Vocasek	Bill Buckner
Susan Fitzgerald	Clare Kinlin	Joan O'Brien	David Wallace	

Tuesday, September 16, 2014:

Meeting called to order at 7:45am. Welcome by Allan Romander, and introductions were made.

Luther Smith gave an update on the Strategic Plan—Progress Report. POWERPOINT.

- Numbers of CCAs and CPAGs has hovered around 13,000 since 2000
- 2300 exams in 2014
- exams have grown exponentially over the past two years, but the attrition rate is still high for 10 yr+ CCAs
- International Update:
 - India program is suspended for now
 - Mexico growing and getting organized, 50 CCAs right now, meeting soon with administrators for set up of CEUs, renewal, etc.
 - Argentina still suspended
- Country Review:
 - Top 3 countries that have potential for CCA: Peru, Australia, Brazil
 - Followed by: South Africa, South Korea, Paraguay
 - Plan of Work developed along with targets, need to get around 1,000 CCAs participating in program in order for it to work
- being a board member is care, loyalty, and obedience—look ahead in order to prepare for future
- Exams: Dawn Gibas, PhD, CPSS, ASA Assessment Specialist. POWERPOINT.
- Updating procedures to nationally accepted standards and technology adoption
- CEU Requirements Task Force
 - Survey of CCAs/CPAGs
 - Currently on the high side for people needing continuing ed for certifications
- CEU requirements are currently good, but retention is poor for veterans, 13% drop and 6% with good leniency policy
- CCA Surveys: supports lower totals and enforcing requirements, categories are good but difficult to meet in Soil and Water Management, Supports ethics requirements
 - Compared to similar professional certifications: High end, average 15/year
 - New Requirements—keeps credibility, lessens burden on certified person
 - Specialty Certifications
 - CCA (agronomy) generalist: NM, SW, IPM, CM
 - Specialist—deeper knowledge and ability, narrowed focus: NM, SW, IPM, CM
- Strategic Plan Goals and Objectives (See Report)
 - Increase value of ICCA program to stakeholders
 - Food industry and agribusiness industry
 - establish relationships with government agencies, legislators, educators, professional and scientific organizations
 - Develop and implement effective promotional efforts directed towards producers and future CCAs

Goal 2: Increase value of ICCA program to CCAs

- Engage CCAs in processes to provide reassurance of environmental quality to consumers and the general public
- Improve relevance, quality, and delivery of continuing educations and lifelong learning
- Broaden the use of emerging information delivery technologies
- Expand CEU opportunities
- Continue to work with ASA communities

Goal 3: Increase and improve standardization of the ICCA Program

- enforce code of ethics
- Goal 4:
- Goal 5: Increase participation of the next generation of CCAs

Dawn Gibas, Exam and Procedures. POWERPOINT

- Goals and Objectives for the CCA exam program
- Procedures as we move forward
- New ideas and working together
- has background in soils and has been creating exams for CSSE for many years
- ICCA Exam:
 - Written and maintained by the EPC
 - 150 multiple choice questions
 - Based on and linked to POs—general state of the practice
- Local Board Exams (30)
 - 100 multiple choice questions (new standard)
 - Test specific State, Province, or Regional knowledge
- Exams are developed/written to protect the public by determining competence or testing to minimally qualified CCA
- both ICCA and local board exams need to be passed
- exams can be taken more than once in order to pass
- must pass whole exam, not just sections
- upcoming changes in 2015
- Basic sections: NM, SW, PM, CM
- POs are free to download from the CCA website for all exams
- Major sections are divided into competency areas, with objectives into each competency areas
- this structure is important to understand with respect to the exam software—Authorize
- Consistency and standardization across all exams
- compliance with accepted standards for credentialing exams
- operate and maintain an exam program that is legally defensible
- start now, from wherever you are
- we are interested in moving forward from this point—stressing partnership
- first step is to assess where each program is with exam
- update POs—have more than one person on the exam committee for each board, too much of a burden
- Perform a Job Task Analysis (JTA): how important is this PO to CCAs? How relevant to your work? What is the frequency that you would use it in your work?
- Determine exam partitioning from JTA
- Update exam
- Perform and Angoff analysis to set a cut score
- Work with and learn item statics
- training in Authorize
- Angoff analysis: takes about 2 months, redone every 4-5 years
- Confidentiality is CRUCIAL
- Local exam committee functions: PO process, exam development and writing, finalize exam admin working with staff (Dawn) to review the item analysis and approve/set cut scores, other duties as needed
- Authorize Demo

-starting in 2015:

- exam scores will be pass/fail, can include feedback to examinee when value is less than 50% correct in any category
- the only valid inference of a cut score is whether you pass or fail
- reporting scores has caused issues and confusion
- the exam is used to measure competence
- Local board only 100 questions, only one exam per year (no changes for August)
- Must be put into Authorize

Steve Cromley gave the Budget Update. POWERPOINT

- CPAg renewal and CPAg application fees will be down due to drop out because of 50 CEU
- Up over \$60,000 for exam fees
- Computer Programming Expense is a bit over, but new CEU App and CCA website are great
- renewal fees are down for CCA and CPAg
- personnel is going up slightly
- 2015 budget is running at break even

Motion to approve budget, seconded by K. Kennedy. Floor open for discussion. Voted to approve motion.

Steve Cromley gave update on CEU Requirements Task Force, Recommendations

- current CCA CEU requirements:
 - 40 CEUs, 20 board approved
 - 2 year cycles
 - Minimum of 5 CEUs in NM, SW, IPM, and CM
 - PD no min or max
 - Types of CEUs are board approved, board approved self study, self reported
- CPAg CEU requirements
 - 50 CEUs, 20 board approved
 - 2 year cycle
 - Minimum of 5 CEUs in NM, SW, IPM, CM, PD, and PS
 - No min or max in PM
- Good faith leniency policy
 - CCAs: 35
 - CPAgs: 45
 - Short in a category, need to make up CEUs in next cycle, cannot be deficient two cycles in a row
- Hardship Policy
 - Less than 35 or 45 then you can appeal to the board for extenuating circumstances: medical, active duty, maternity, unemployment for more than 3 months
- CCA Survey
 - Do you currently have difficulty earning CEUs? CCAs 35% yes, CPAgs 52% yes
 - CCAs want 30, CPAgs want 40 total CEUs
 - All categories are fine with both certifications
- CEU Task Force Recommendations
 1. eliminate the good faith leniency policy
 2. hardship appeal still available
 3. 2 year cycle remains the same
 4. remove the maximum of 20 board approved self study
 5. combine CPAg PD, P Service and Professional Study into one category called PD with a minimum of 5 CEUs
 6. Change CEU tracking standard from .5 to .1 with minimum being .1 or 5-6 minutes to qualify as a CEU. This modernizes the standard and allows for more electronic delivered events.
 7. Combine the NM and SW categories in to water called Soil, Water, and Nutrient Mgmt with a minimum of 10 CEUs
 8. Total number of CEUs: CCA 35 and CPAg 45—implemented by January 1, 2015

CCA Survey:

If the CEUs were lowered from what it is today and all exceptions would also be eliminated, would you agree with that approach? CCA: 64% CPAg: 60%

-Motion: to approve as is. Seconded by C. Harmon, open for discussion. Motion Fails.

Amendment: to approve all other recommendations other than #8. Seconded by T. Weir. Amendment Passes.

-Motion: to vote on recommendations individually. Seconded by Tom Weir

24 in favor, 2 opposed. Motion Passes.

-Motion to approve #7 as is by Mike Huffman, seconded by D. Wallace. Motion Fails.

-Motion to approve #4 by T. Weir, seconded by A. Knepp, discussion, 23 yay 0 nay. Motion Passes.

-Motion: M. Huffman to eliminate good faith leniency policy #1, seconded by K. Kennedy. Vote 12 in favor, 11 opposed. Motion passes.

-Motion: to approve only CPAg portion of #8 by B. Rohrer. Seconded by K. Kennedy Vote 20 to 1. Motion Passes.

-Motion to reduce CCA from 40 to 35 M. Huffman. J. Redman seconded. Discussion Vote 4 yay 21 nay. Motion fails.

-Motion to approve #5 M. Weihing, seconded by Rohrer, vote 21 yay 4 abstentions. Motion Passes.

-Motion to approve #6 by .25 M. Huffman, seconded by K. Kennedy. Discussion. A Romander motion to table the motion: vote to pass tabling of #6. Motion tabled.

Eric Welsh gave an update on Marketing and Promotions. POWERPOINT

-Increase the value of the CCA program to the individual

-Supporting marketing efforts at the local board level

-Connect with future agronomy people

-Market Share Survey with Vance, Ag Professional University Graduates

-Certification Retention:

-possibly create Consulting database for 10 or 15 year CCAs

-free to CCAs of a certain tenure with the program

-draw more attention to our long-time certified professionals (added value)

-Cost Share Participation designed to complement the ambassador program and be used as a resource to expand -local board marketing efforts

-50% cost share on any marketing projects up to \$1500 per calendar year per board

-Funds will not be granted to replace local board funds

-3X the participation since 2013

-Reevaluating the program, though

-Designed to facilitate the development of a locally focused marketing plan

-Assess needed, brainstorm, identify opportunities,

-Follow Through and continue tracking of programs/availability

-College Student Program

-School Involvement (CCA Candidate Status)

-Put CCA in classroom

-Use existing curriculum to shape a CCA CND program

-Contribute to discounting exam fees

-Student Benefits: enhance marketability to employers, increase reputation in community, create opportunity for advancement, and increase income potential

-Using exam results as an outcome assessment

-Be in line with department goals of school

-22 schools are participating

-Greenfield Scholars Program: inaugural class has been selected, 2 mentors are still needed

-Improved Communications with boards

News You Can Use

Crops & Soils is digital

-More direct communications from ICCA office called "The Advisor"

-New website demo

-ICCA/ASA joint communities NM, IPM, SW, and CM

- Trade Shows Ag Media Summit, Ag and Food Industry HR Roundtable, National Association for Farm Broadcasters Conference, Ag retailers Association Conference and Expo
- Direct Email Campaigns, CEU and Event Focused, too many? Effective at drawing interest?
- 2014 Annual Meeting Events
 - 3 Days of Live Streaming CEUs
 - CCA Career Accelerator Roundtable
 - Crops Contest (CCA & Potential Employer Designed)
 - Leadership at ICCA of the Year Awards Breakfast

Tom Green from IPM Institute of North America presented. POWERPOINT

- Help out Independent non-profits in the ag field, large companies for food service, etc.
- Choosing Green—customers are going more for ‘green’ products to reduce their impacts on environment
- Ag Retailers as Leaders:
 - Iowa Clean Water Alliance
 - Illinois Keep it for the Crop
 - 4R Certification
- Objective was to improve water quality by reducing nutrient off field movement
- Products and services: Searched John Crumrine’s toolbox of BMPs for P-loss production, Surveyed ag retailers to develop a baseline of acres per year
- Resources to increase acres: Agronomist Handbook
 - Agronomist/Farmer Factsheets
 - Sample CAP 104 with cover sheet
 - CAP 104 Initial Application
 - 4R Wallet Card
- Estimating P loss reductions
 - Nutrient Loss Reduction Calculator outputs
 - New features and updates: Profit margins for retailers
- NRCS Programs since 2006 have IPM and NRCS working together to get more participation in programs
 - First Streamlined TSP training workshop in Ohio
 - 43 CCA Participants
 - Trainee support
- Ideas: New working group Strip Till Co-op Feasibility, Software Tool,
- Pilot Uses latest technology to ID hotspots, follow up with landowners, to implement plants

Johnny Gonzalez presented information regarding CA Water Control Boards

Rod Snyder presented on Field to Market. POWERPOINT

- Meeting the 2050 Challenge: feeding 9 billion people while conserving natural resources
- CocaCola, UniLever, Walmart all on board with getting sustainably sourced ag products
- What is Field to Market? A collaborative stakeholder group, identifying supply chain strategies to define, measure, and promote continuous improvement for agriculture, developing and implementing outcomes-based, science-based metrics and tools
- How we define sustainability agriculture:
 - Meeting the needs of the present while improving the ability of future generations to meeting their own needs
- Guiding principles: engage full supply chain including producers, focus on commodity crops, science base, outcomes based, technology neutral, commitment to individual grower data privacy, measure broad-scale trends and field-scale outcomes
- National Indicators Report
- Fieldprint Calculator
- Fieldprint Projects
- Field to Market program expansion in 2014-2015
- Value of the Field to Market Approach: Food and retail companies and agribusinesses and farmers all benefit

Bill Buckner President of Noble Foundation presented. POWERPOINT

- Created in mid 1940s
- Farm Foundation, partner
- Defining Soil Health: the continued capacity of the soil to function as a vital living ecosystem that sustains plants, animals, and humans.
- Vision of Renaissance's initiative is to improve soil health is the cornerstone of land use mgmt. decisions.
- Goal #1 Measurement: incorporate soil health measures into standardized soil testing that is readily available, affordable, and commercially viable.
- Goal #2 Economics: Quantify the effects of soil health on economic risks and returns
- Goal #3 Education: reawaken the public to the importance of soil health
- Goal #4 Research: convene the research community to advance the soil renaissance

Meeting adjourned at 5:00pm.